

MD
8.9.99

08-12-1999



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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission Document ID# (Non-Recordation)
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other

Effective Date
Month Day Year
7/30/99

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year
7/30/99

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

- Individual General Partnership Limited Partnership Association
- Corporation Association
- Other

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization

08/11/1999 DC000262 00000262 73273615

01 FC:481 40.00 OP
02 FC:482 1575.00 OP

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

Domestic Representative Name and Address

Enter for the first Receiving Party Only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s) Mark if additional numbers attached
 Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

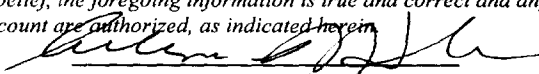
Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75/229,615"/>	<input type="text" value="75/700,779"/>	<input type="text"/>	<input type="text" value="1,897,908"/>	<input type="text" value="1,953,246"/>	<input type="text" value="2,105,613"/>
<input type="text" value="75/162,296"/>	<input type="text" value="75/699,006"/>	<input type="text"/>	<input type="text" value="1,806,757"/>	<input type="text" value="1,884,513"/>	<input type="text" value="1,806,360"/>
<input type="text" value="75/162,295"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,995,592"/>	<input type="text" value="1,919,791"/>	<input type="text" value="1,800,901"/>

Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account
 Deposit Account (any deficiency)
 (Enter for payment by deposit account or if additional fees can be charged to the account.)
 Deposit Account Number: #
 Authorization to charge additional fees: Yes No

Statement and Signature
 To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Arlene D. Hanks  8/4/99
 Name of Person Signing Signature Date Signed

**RECORDATION FORM COVER SHEET
 CONTINUATION
 TRADEMARKS ONLY**

Conveying Party **Mark if additional names of conveying parties attached**
 Enter Additional Conveying Party

Name Execution Date
 Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organizaiton

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Corporation Association

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Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,973,850	1,723,230	1,738,389
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,909,326	1,738,248	1,735,008
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,866,438	1,723,688	1,724,418
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,791,043	1,723,773	1,720,366
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,941,371	1,723,806	1,776,631
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,895,629	1,738,373	1,767,424

**RECORDATION FORM COVER SHEET
 CONTINUATION
 TRADEMARKS ONLY**

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Execution Date
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Name

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Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,765,946"/>	<input type="text" value="1,604,889"/>	<input type="text" value="1,685,253"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,769,995"/>	<input type="text" value="1,604,812"/>	<input type="text" value="1,685,377"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,767,506"/>	<input type="text" value="1,714,240"/>	<input type="text" value="1,597,864"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,790,511"/>	<input type="text" value="1,605,019"/>	<input type="text" value="1,597,910"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,767,688"/>	<input type="text" value="1,685,325"/>	<input type="text" value="1,589,475"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,604,890"/>	<input type="text" value="1,685,352"/>	<input type="text" value="1,575,774"/>

**RECORDATION FORM COVER SHEET
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 TRADEMARKS ONLY**

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Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,573,994	1,571,563	1,028,939
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,573,993	1,571,562	768,208
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,573,992	1,548,843	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,575,773	1,159,317	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,605,005	1,094,027	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,567,956	1,065,027	<input type="text"/>

Schedule B

PEBBLE BEACH MIXED INVITATIONAL	1,605,019	7/3/90
17 MILE DRIVE	1,685,325	5/5/92
17 MILE DRIVE	1,685,352	5/5/92
17 MILE DRIVE	1,685,253	5/5/92
17 MILE DRIVE	1,685,377	5/5/92
Miscellaneous Design	1,597,864	5/22/90
Miscellaneous Design	1,597,910	5/22/90
TRAPS	1,589,475	3/27/90
TRAPS and Design	1,575,774	1/2/90
THE BAY CLUB	1,573,994	12/26/89
THE BAY CLUB and Design	1,573,993	12/26/89
THE DUNES	1,573,992	12/26/89
THE DUNES and Design	1,575,773	1/2/90
PEBBLE BEACH RESORTS	1,605,005	7/3/90
SPANISH BAY	1,567,956	11/28/89
PEBBLE BEACH GOLF LINKS	1,571,563	12/19/89
PEBBLE BEACH and Design	1,571,562	12/19/89
Miscellaneous Design	1,548,843	7/25/89
PEBBLE BEACH and Design	1,159,317	6/30/81
17 and Design	1,094,027	6/20/78
PEBBLE BEACH (Stylized)	1,065,027	5/3/77
SPYGLASS HILL (Stylized)	1,028,939	12/30/75
PEBBLE BEACH	768,208	4/14/64

Pending Applications

Mark	Application Serial No.	Filing Date
PEBBLE BEACH REALTY	75-229,615	1/22/97
PEBBLE BEACH REMEMBER	75-162,296	9/9/96
PEBBLE BEACH	75-162,295	9/9/96
Miscellaneous Design	75-700,779	5/7/99
Miscellaneous Design	75-699,006	5/6/99

Schedule B

California Trademark Registrations

REGISTRATION NUMBER	MARK	EXPIRATION
3522	17 MILE DRIVE	04/25/05
3523	SPYGLASS HILL	04/25/05
3524	DEL MONTE PROPERTIES COMPANY	04/25/05
3525	DEL MONTE LODGE & Wave design	04/25/05
3526	PEBBLE BEACH	04/15/05
4066	THE BEACH & TENNIS CLUB PEBBLE BEACH and Seashell design	01/14/06
12,310	SPYGLASS HILL and Man w/ Telescope Design	08/25/01
19,686	Stylized Wave Design	05/10/04
19,687	THE LODGE AT PEBBLE BEACH	05/10/04
20,040	Stylized Wave design	06/18/04
20,041	Stylized Wave design	06/18/04
20,042	Stylized Wave design	06/18/04
20,043	THE LODGE AT PEBBLE BEACH	06/18/04
20,044	THE LODGE AT PEBBLE BEACH	06/18/04
20,045	THE LODGE AT PEBBLE BEACH	06/18/04
31,057	THE INN & LINKS AT SPANISH BAY	11/16/07
31,059	THE RESIDENCES AT SPANISH BAY	11/16/07
32,465	THE INN & LINKS AT SPANISH BAY	04/06/08
32,466	THE INN & LINKS AT SPANISH BAY	04/06/08
35,184	PEBBLE BEACH MIXED INVITATIONAL	09/12/99
35,185	Lone Cypress Tree design	10/01/99
35,186	Lone Cypress Tree design	09/12/99
36,320	Stylized Nautilus Shell and Wave design	03/05/00
45,338	PEBBLE BEACH MARKET and design	12/05/05
73,110	PEBBLE BEACH GOLF LINKS and design	05/10/04
73,111	PEBBLE BEACH and lone cypress design	05/10/04
73,112	Stylized Wave design	05/10/04
73,122	PEBBLE BEACHERS and design	05/10/04
73,704	PEBBLE BEACH SHIELD	07/05/04
73,705	PEBBLE BEACH GOLF LINKS and Stylized Wave design	07/05/04
73,706	PEBBLE BEACH SHIELD	07/05/04
73,707	PEBBLE BEACH GOLF LINKS	07/05/04
73,708	PEBBLE BEACH LONE CYPRESS	07/05/04
73,709	PEBBLE BEACH GOLF LINKS and Stylized Wave design	07/05/04
73,710	PEBBLE BEACH GOLF LINKS and Stylized Wave design	07/05/04
73,711	PEBBLE BEACH GOLF LINKS and Stylized Wave design	07/05/04
88,958	SPANISH BAY	11/22/08
88,959	SPANISH BAY	11/22/08
88,960	SPANISH BAY	11/22/08
88,961	SPANISH BAY	11/22/08
88,962	SPANISH BAY	11/22/08
88,963	SPANISH BAY	11/22/08
88,964	SPANISH BAY	11/22/08
88,965	SPANISH BAY	11/22/08
88,966	SPANISH BAY	11/22/08
90,461	PEBBLE BEACH - THE MAGAZINE	09/12/99

Schedule B

REGISTRATION NUMBER	MARK	EXPIRATION
91,422	SHELL DESIGN	01/17/00
34,549	PEBBLE BEACH RESORTS (Stylized)	04/10/09
66,386	PEBBLE BEACH MODEL and design	05/24/02
34,548	PEBBLE BEACH RESORTS	04/10/09
34,547	PEBBLE BEACH PRO-AM	04/10/09
33,893	PEBBLE BEACH RUGBY CLASSIC and design	11/15/08
7982	CLUB XIX	4/23/09

TRADEMARK ASSIGNMENT

This Trademark Assignment dated this 30th day of July, 1999, is by and between Pebble Beach Company, a California general partnership, comprised of Cypress I Company, a Delaware corporation, and Cypress II Company, a Delaware corporation (hereinafter collectively referred to as "Assignor") and Pebble Beach Company, a California general partnership, residing at 4005 Sunridge Road, P.O. Box 1767, Pebble Beach, California 93953, comprised of Cypress I LLC, a Delaware limited liability company, and Cypress II LLC, a Delaware limited liability company (hereinafter collectively referred to as "Assignee").

WHEREAS, Assignor has adopted, used, is using, or intends to use and is, to the best of its knowledge and belief, the owner of various trademarks, some or all of which are identified in Schedule A, attached hereto and incorporated herein by this reference, and all rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, domain name rights, causes of action, and the right to recover for past infringement, dilution or other misappropriation (hereinafter collectively referred to as "Trademarks");

WHEREAS, Assignor has adopted, used, is using, or intends to use and is, to the best of its knowledge and belief, the owner of various trademark applications and registrations, some or all of which are listed in Schedule B, attached hereto and incorporated herein by this reference, and all rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, domain name rights, causes of action, and the right to recover for past infringement, dilution or other misappropriation (hereinafter collectively referred to as "Registrations");

WHEREAS, Assignor has acquired goodwill associated with and symbolized by the Trademarks and Registrations and has not abandoned them;

WHEREAS, Assignee is desirous of acquiring all rights, title, and interest in and to all the Trademarks and Registrations owned by Assignor, together with the goodwill associated therewith; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title, and interest as Assignor may possess in and to all Trademarks and Registrations it owns, together with the goodwill associated therewith.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and sells to Assignee all rights, title, and interest as Assignor may possess in and to all Trademarks and Registrations it owns, including but not limited to the Trademarks and Registrations set forth in Schedules A and B; together with the goodwill associated with the use of and symbolized by said Trademarks and Registrations, and that portion of Assignor's business which pertains to any pending intent to use applications filed pursuant to Section 1(b) of the Trademark Act included among the Registrations.

Assignor further agrees to perform all reasonable and proper additional acts and to execute and deliver any additional documents at the request of Assignee which Assignee may require in order to vest all of Assignor's rights, title and interest in and to the Trademarks and Registrations in Assignee, its successors or assigns.

Schedule B

U.S. Trademarks

Registered Marks

Mark	Registration No.	Registration Date
Miscellaneous Design	1,897,908	6/6/95
Miscellaneous Design	1,806,757	11/23/93
PEBBLE BEACH and Design	1,995,592	8/20/96
Miscellaneous Design	1,953,246	1/30/96
PEBBLE BEACH	1,884,513	3/21/95
Miscellaneous Design	1,919,791	9/19/95
Miscellaneous Design	2,105,613	10/14/97
PEBBLE BEACH	1,806,360	11/23/93
Miscellaneous Design	1,800,901	10/26/93
Miscellaneous Design	1,973,850	5/14/96
Miscellaneous Design	1,909,326	8/1/95
PEBBLE BEACH FOREST COURSE	1,866,438	12/6/94
PEBBLE BEACH	1,791,043	8/31/93
Miscellaneous Design	1,941,371	12/12/95
SPYGLASS HILL	1,895,629	5/23/95
PEBBLE BEACH	1,723,230	10/13/92
PEBBLE BEACH	1,738,248	12/8/92
PEBBLE BEACH	1,723,688	10/13/92
PEBBLE BEACH	1,723,773	10/13/92
PEBBLE BEACH	1,723,806	10/13/92
PEBBLE BEACH	1,738,373	12/8/92
PEBBLE BEACH	1,738,389	12/8/92
PEBBLE BEACH	1,735,008	11/24/92
PEBBLE BEACH	1,724,418	10/13/92
Miscellaneous Design	1,720,366	9/29/92
SPYGLASS HILL	1,776,631	6/15/93
SPYGLASS HILL	1,767,424	4/27/93
SPYGLASS HILL	1,765,946	4/20/93
Miscellaneous Design	1,769,995	5/11/93
Miscellaneous Design	1,767,506	4/27/93
Miscellaneous Design	1,790,511	8/31/93
SPANISH BAY	1,767,688	4/27/93
Miscellaneous Design	1,604,890	7/3/90
Miscellaneous Design	1,604,889	7/3/90
PEBBLE BEACH GOLF LINKS and Design	1,604,812	7/3/90
17-MILE DRIVE	1,714,240	9/8/92

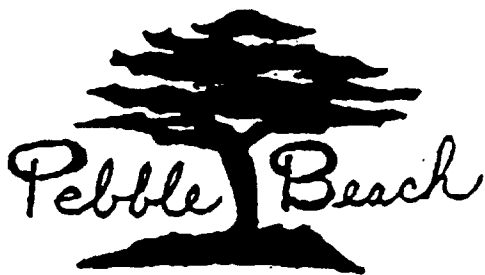
SCHEDULE A

PEBBLE BEACH
PEBBLE BEACH (Stylized)
PEBBLE BEACHERS and Design
PEBBLE BEACH FOREST COURSE
PEBBLE BEACH MIXED INVITATIONAL
PEBBLE BEACH RESORTS
PEBBLE BEACH GOLF LINKS
PEBBLE BEACH THE MAGAZINE
PEBBLE BEACH PRO-AM
PEBBLE BEACH NATIONAL GOLF CLUB
PEBBLE BEACH MODEL
PEBBLE BEACH RUGBY CLASSIC and Design
PEBBLE BEACH WORLD SERIES Logo
THE BEACH AND TENNIS CLUB PEBBLE BEACH
THE LODGE AT PEBBLE BEACH
PBCOMPANY.COM
PEBBLE BEACH REALTY
PEBBLE BEACH REMEMBER
PEBBLE BEACH MARKET
PEBBLE BEACH LONE CYPRESS
PEBBLEBEACH.COM
PEBBLE-BEACH.COM
PBCOMMUNITY.COM
LONE CYPRESS
THE LONE CYPRESS
LONE CYPRESS COMPANY
SPYGLASS HILL
SPYGLASS HILL (Stylized)
SPY GLASS HILL
SPYGLASS-HILL.COM
SPANISH BAY PEBBLE BEACH, CALIFORNIA S Logo
SPANISH BAY
SPANISH BAY (Stylized)
THE RESIDENCES AT SPANISH BAY
THE RESIDENCES AT SPANISH BAY (Stylized)
THE INN & LINKS AT SPANISH BAY
SPANISH-BAY.COM
17-MILE DRIVE
17 MILE DRIVE
17-MILE-DRIVE.COM
TRAPS
THE BAY CLUB
THE DUNES
STARS & STRIPES
STARS & STRIPES PEBBLE BEACH AMATEUR CHAMPIONSHIP
DEL MONTE PROPERTIES COMPANY
DEL MONTE LODGE
DEL MONTE LODGE and Design
OLD DEL MONTE GOLF COURSE
DUKE
CLUB XIX
Nautilus Shell Design
Stylized "S" and "SRI" with Design of wave and Spanish galleon

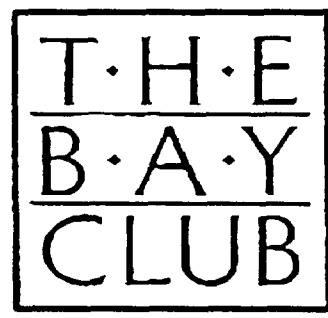
SCHEDULE A



SCHEDULE A



SCHEDULE A



TRAPS

